

## ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage

3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

### D3.3.3. 8 Educational workshops

WP3 - Destination promotion concept

A.3.3 Education of artist and students

JUNE 2019

PP5- CA' FOSCARI UNIVERSITY OF VENICE  
+ PINO PASCALI FOUNDATION, PI RERA S.D., PRIMORJE GORSKI KOTAR COUNTY

Public  
document

In Application form under the deliverable D3.3.3 8 education workshops stand that the aim of the workshops is “to set quality video material on the web platform, workshops intended for artists and students, are of great significance. Each partner will hold a workshop in his own country (4 ITA in premises and coordination of PPF (2 workshops) and 2 Veneto Region; and 4 in CRO: 2 RERA, 2 Primorje-Gorski Kotar County). In order to guarantee the cooperation aspect, the training activities will be organized in exchange: each Partner will host and organize training activities aimed not only to its own students or video makers, but also to the ones from the other partners’ countries. The added value in this case is that students and video makers coming from different territories and contests, will work together and collect best practices and experiences.”

Until the end of this reporting period partners organized and finished following workshops:

LP PRIMORJE GORSKI KOTAR COUNTY = 2 workshops held in Rijeka from 10th-14th April and the second one 15th -18th April 2019.

PP2 PI RERA S.D. = 2 workshops held in Split. First workshop was held from 13th – 15th May 2019, and the second one from 16th – 18th May 2019.

PP3 PINO PASCALI FOUNDATION = two cycles of educational workshops. The workshops took place from 8th to 12th of April 2019 and from 20th to 24th May 2019.

PP5 CA’ FOSCARI UNIVERSITY OF VENICE = two workshops were organized at the end of March 2019 in Padua and during the first week of April 2019 in Rovigo.



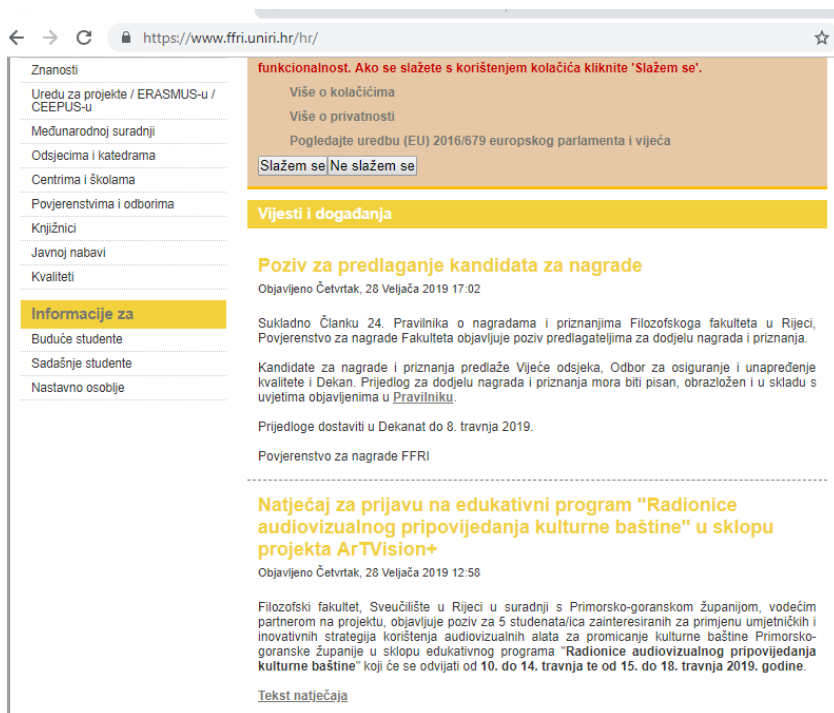
## D3.3.3 Educational workshops

Rijeka, June 2019.

LP PRIMORJE-GORSKI KOTAR COUNTY

# Report

LP PRIMORJE GORSKI KOTAR COUNTY opened the public call in February 2019 for educational workshops searching five- six students that will participate and be part of Artvision workshops. Below there are screen shots attached of published public call on web pages of University of Rijeka and Primorje Gorski Kotar County:



https://www.ffri.uniri.hr/hr/

Znanosti  
Uredu za projekte / ERASMUS-u / CEEPUS-u  
Međunarodnoj suradnji  
Odsjecima i katedrama  
Centrima i školama  
Povjerenstvima i odborima  
Knjižnici  
Javnoj nabavi  
Kvaliteti

**Informacije za**  
Buduće studente  
Sadašnje studente  
Nastavno osoblje

**funkcionalnost. Ako se slažete s korištenjem kolačića kliknite 'Slažem se'.**

Više o kolačićima  
Više o privatnosti  
Pogledajte uredbu (EU) 2016/679 europskog parlamenta i vijeća  
Slažem se | Ne slažem se

**Vijesti i događanja**

**Poziv za predlaganje kandidata za nagrade**  
Objavljeno Četvrtak, 28 Veljača 2019 17:02

Sukladno Članku 24. Pravilnika o nagradama i priznanjima Filozofskoga fakulteta u Rijeci, Povjerenstvo za nagrade Fakulteta objavljuje poziv predlagateljima za dodjelu nagrada i priznanja.

Kandidate za nagrade i priznanja predlaže Vijeće odsjeka, Odbor za osiguranje i unapređenje kvalitete i Dekan. Prijedlog za dodjelu nagrada i priznanja mora biti pisan, obrazložen i u skladu s uvjetima objavljenima u [Pravilniku](#).

Prijedloge dostaviti u Dekanat do 8. travnja 2019.

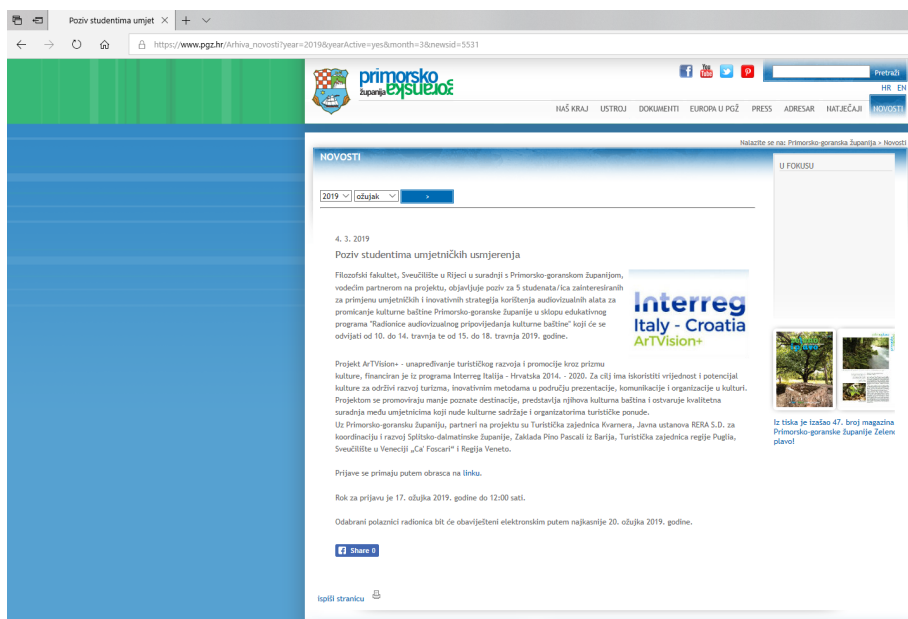
Povjerenstvo za nagrade FFRI

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**Natječaj za prijavu na edukativni program "Radionice audiovizualnog pripovijedanja kulturne baštine" u sklopu projekta ArtVision+**  
Objavljeno Četvrtak, 28 Veljača 2019 12:58

Filozofski fakultet, Sveučilište u Rijeci u suradnji s Primorsko-goranskom županijom, vodećim partnerom na projektu, objavljuje poziv za 5 studenata/ica zainteresiranih za primjenu umjetničkih i inovativnih strategija korištenja audiovizualnih alata za promicanje kulturne baštine Primorsko-goranske županije u sklopu edukativnog programa "Radionice audiovizualnog pripovijedanja kulturne baštine" koji će se odvijati od 10. do 14. travnja te od 15. do 18. travnja 2019. godine.

[Tekst natječaja](#)



https://www.pgz.hr/Arhiva\_novosti?year=2019&yearActive=yes&month=3&newsid=5531

primorsko županija **CRVENA**

HAŠ KRAJ USTROJ DOKUMENTI EUROPA U PGŽ PRESS ADRESAR NATJEČAJI NOVIŠTI

Nalazite se na: Primorsko-goranska županija > Novosti

**NOVOSTI**

2019 | Ožujak

4. 3. 2019  
Poziv studentima umjetničkih usmjerenja

Filozofski fakultet, Sveučilište u Rijeci u suradnji s Primorsko-goranskom županijom, vodećim partnerom na projektu, objavljuje poziv za 5 studenata/ica zainteresiranih za primjenu umjetničkih i inovativnih strategija korištenja audiovizualnih alata za promicanje kulturne baštine Primorsko-goranske županije u sklopu edukativnog programa "Radionice audiovizualnog pripovijedanja kulturne baštine" koji će se odvijati od 10. do 14. travnja te od 15. do 18. travnja 2019. godine.

Projekt ArtVision+ - unapređenje turističkog razvoja i promocije kroz prizmu kulture, financiran je iz programa Interreg Italija - Hrvatska 2014. - 2020. Za cilj ima iskorištiti vrijednost i potencijal kulture za održivi razvoj turizma, inovativnim metodama u području prezentacije, komunikacije i organizacije u kulturi. Projektom se promiču manje poznate destinacije, predstavljaju njihova kulturna baština i ostvaruje kvalitetna suradnja među umjetnicima koji nude kulturne sadržaje i organizatorima turističke ponude.

Iz Primorsko-goranske županije, partneri na projektu su Turistička zajednica Kvarnera, Javna ustanova BERA S.D. za koordinaciju i razvoj Špiljsko-dalmatinske županije, Zalađa Pivo Pascali iz Barja, Turistička zajednica regije Puglia, Sveučilište u Veneciji „Ca' Foscari“ i Regija Veneto.

Prijave se primaju putem obrasca na linku.

Rok za prijavu je 17. ožujka 2019. godine do 12:00 sati.

Odabrani polaznici radionica bit će obavješteni elektronskim putem najkasnije 20. ožujka 2019. godine.

Share

Iploži stranku

Interreg Italy - Croatia ArtVision+

Iz tiska je izašao 47. broj magazina Primorsko-goranske županije Zeleni glasovi.

"Cultural Heritage Audiovisual Storytelling Workshops" provided an introduction to storytelling techniques and the practice of creating an audiovisual art display less of prominent cultural sights and heritage of the Primorje-Gorski Kotar County.

The methodology of the workshops is oriented towards the lecture/theoretical and field part. Trainings are conducted by audiovisual professionals, cameramen and organizers who are also lecturers / mentors. During the field part of the education, students were part of the process of shooting movies at selected locations.

The workshops covered the following topics:

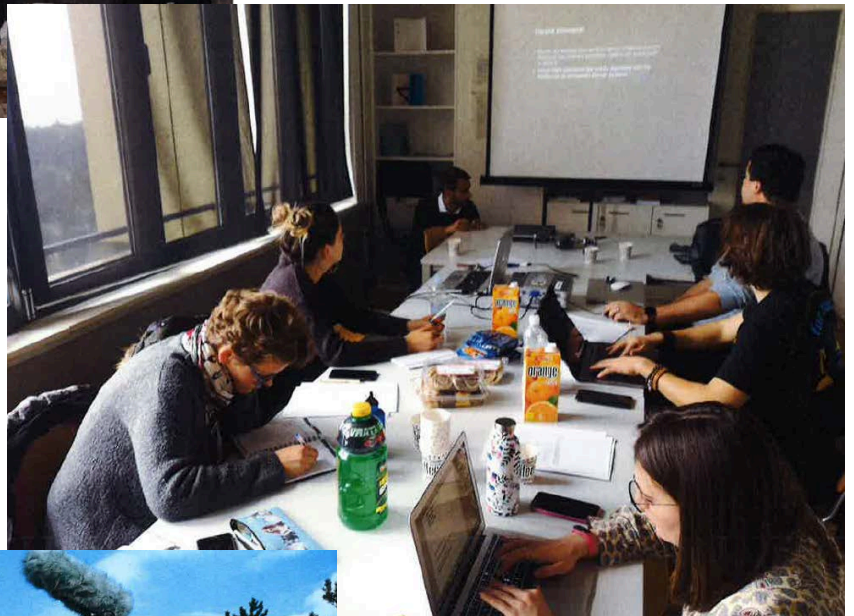
1. The main tools needed to make films based on cinematic language
- 2 Basic techniques and rules for making films
3. Working with the camera, stacking frames, setting up lighting
4. Approaching stories about lesser-known destinations through the prism of art and culture
5. Techniques used to narrate cultural heritage in a destination management perspective

Workshop were held in Rijeka in premises of University of Rijeka from 10<sup>th</sup>-14<sup>th</sup> April and the second one 15<sup>th</sup> -18<sup>th</sup> April 2019. As mentioned above, the obligatory part was field work where the students took part in filming the movies on chosen locations (practical part). Seven students attended the workshops.

In following pages there are photos and agenda attached.



## Photos



# First workshop 10/04 - 14/04

Topic: Mythological Historical Path of Trebišće

TIME TABLE	Wednesday 10/04/2019	Thursday 11/04/2019	Friday 12/04/2019	Saturday 13/04/2019	Sunday 14/04/2019
8.30 - 9.00	Registration				
9.00 - 11.00	An introduction to the topic	Location scouting	Audiovisual material for tourism	Camerawork	Camerawork
11.00 - 11.30	Coffe break		Coffe break		
11.30 - 13.30	Cinematographic language		Work on the scenario		
13.30-14.30	Lunch	Lunch	Lunch		
14.30 - 16.30	Main video shooting tools	Tourism policy and dynamic	Work on the scenario		
16.30 - 18.00	Rules of camera movement and editing theories	Video story telling for enhancing the territories	Work on the scenario		

## Second workshop 15/04 - 18/04

Topic: Two-part singing and playing in the Istrian Scale

TIME TABLE	Monday 15/04/2019	Tuesday 16/04/2019	Wednesday 17/04/2019	Thursday 18/04/2019
9.00 - 11.00	An introduction to the topic	Camerawork	Editing of first video	Projection of both videos
11.00 - 11.30	Location scouting		Coffe break	
11.30 - 13.30			Editing of first video	Coctail
13.30-14.30	Lunch		Lunch	
14.30 - 16.30	Work on the scenario		Editing of second video	
16.30 - 18.00	Work on the scenario		Editing of second video	





## D3.3.3 Educational workshops

Split, 13<sup>th</sup> - 18<sup>th</sup> May 2019.

PP2- PUBLIC INSTITUTION RERA S.D.

## SUMMARY

Activity 3.3. Education of artist and students were organized by PI RERA S.D. and Kino Klub Split. First, public call was announced for 5 students interested in the creative process of making short audio-visual auteur works through the educational art programme “Basic School of Auteur Filmmaking”. This programme combined two units carried out during two workshops: Developing ideas and preproduction, and Filming and editing. The first workshop was held from 13th – 15th May 2019, and the second one from 16th – 18th May 2019. The programme offered a variety of content including both theory and practice. Students were gain a basic theoretical knowledge of audio-visual media and the basics of filmmaking; they learned different auteorial approaches and conditions of producing audio-visual works. The workshops were organized in a theoretical and practical way, and are conducted by experts from the field of audio-visual media and producers who serve both as lecturers/mentors. During the practical part, students were participate in the filmmaking process on selected locations.

The following pages contain:

1. Public call for educational workshops on websites
2. Photos from the first and second workshops

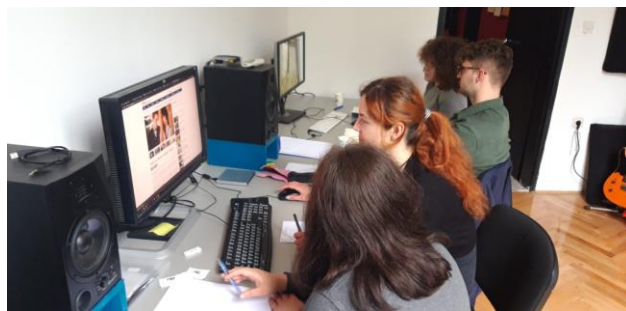
## 1. Public call for educational workshops on websites

- 1.1. <http://www.rera.hr/upload/clanci/2019/04/2019-04-01/105/javnipozivzastudentemalakolaautorskogfilma.pdf>
- 1.2. <http://infozona.hr/news/mala-skola-autorskog-filma/10589>
- 1.3. <http://pdm.hr/kino-klub-split-i-ju-rera-s-d-pozivaju-otvorene-prijave-na-malu-skolu-autorskog-filma/>
- 1.4. <https://www.kastela.hr/novosti/clanak/otvorene-prijave-na-malu-skolu-autorskog-filma>

## 2. Photos



2.1. Participants on educational workshops



2.2. Movie watching (various examples)



2.3. Preparation and development of idea with a mentor



2.4. Image and sound montage basics



2.5. Field work (filming assignments)



2.6. Practical work with participant



## D.3.3.3 8 educational workshops

Polignano a Mare, April/May 2019

PP3 – Pino Pascali Foundation

## 1. Executive summary

PP3 - Pino Pascali Foundation, has organized two cycles of educational workshops focusing on storytelling techniques and the creation of audiovisual artistic portrayal of less known touristic destinations. The workshops took place from 8<sup>th</sup> to 12th of April 2019 and from 20th to 24th May 2019. Each workshop was reserved for 5 participants, 4 Italian students and 1 Croatian student. In total 10 students attended workshops that were held in Polignano a Mare and all students received certificate of attendance.

Teachers of both workshops were:

- Editorial Director and responsible for the ArTVision+ project crew in Apulia
- Responsible for communication and special projects
- Editor, post production expert
- Video Maker

The duration of each workshop was 24 hours each, out of which approximately 8 hours were devoted to theoretical lessons and 16 hours were dedicated to practical sessions during which students used tools for video recording, such as cameras and photo camera, microphones and other tools for audio recording. Beside, students got acquainted with techniques and tools of videoediting.









## 2<sup>nd</sup> Workshop



## Agenda of workshops

### Masterclass arTVision+ Pino Pascali Foundation Via Parco del Lauro 119, Polignano a Mare 8th -12th April 2019

#### Day 1: Monday, 8th April 2019

Timing	Activity	Speakers/Teachers
Morning	– Arrival of participants	-
16:00 – 20:00	– Presentation of arTVision+ project; – Presentation of documentary projects, from the idea to the realization;	Nicolai Ciannamea Nicola Faccilongo Santa Nastro Susanna Torres

#### Day 2: Tuesday, 9th April 2019

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Communicating audio-visual	Santa Nastro
16:00 – 20:00	– Language of cinema and television – Introduction of tools for video editing – Streaming of ArTVision videos – Streaming of video shots of arTVision +	Nicolai Ciannamea Nicola Faccilongo

#### Day 3: Wednesday, 10th April 2019

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Introduction of video and audio recording tools	Nicolai Ciannamea
16:00 – 20:00	– Language of cinema and television – Recording and shooting rules – Video editing	Nicolai Ciannamea Nicola Faccilongo

#### Day 4: Thursday, 11th April 2019

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Theory and techniques of digital post-production	Paola Verardi
16:00 – 20:00	– Video editing – Audio editing – Analysis of results and discussion	Nicolai Ciannamea Nicola Faccilongo

#### Day 5: Friday, 12th April 2019

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Presentation of the final work – Comments and evaluation of learning process – Certificate delivery ceremony	Nicolai Ciannamea Nicola Faccilongo Santa Nastro Susanna Torres
Afternoon	– Departure of participants	-

Contact: Susanna Torres, 393 2155929 - 080 4249534, [susannatorres@museopinopascali.it](mailto:susannatorres@museopinopascali.it)

**Masterclass arTVision+  
Fondazione Pino Pascali  
Via Parco del Lauro 119, Polignano a Mare  
8 -12 aprile 2019**

Giorno uno: Lunedì, 8 aprile 2019

Orario	Attività	Relatori/Insegnanti
Mattina	– Arrivo dei partecipanti	-
16:00 – 20:00	– Presentazione progetto arTVision+ – Presentazione progetto documentari, dall'idea alla realizzazione	Nicolai Ciannamea Nicola Faccilongo Santa Nastro Susanna Torres

Giorno due: Martedì, 9 aprile 2019

Orario	Attività	Relatori/Insegnanti
11:00 – 13:00	– Comunicare l'audiovisivo	Santa Nastro
16:00 – 20:00	– Il linguaggio cinematografico e televisivo – Introduzione strumenti di montaggio – Visione video arTVision – Visione girato arTVision+	Nicolai Ciannamea Nicola Faccilongo

Giorno tre: Mercoledì, 10 aprile 2019

Orario	Attività	Relatori/Insegnanti
11:00 – 13:00	– Introduzione strumenti di ripresa video ed audio	Nicolai Ciannamea
16:00 – 20:00	– Il linguaggio cinematografico e televisivo – Regole di ripresa – Montaggio video	Nicolai Ciannamea Nicola Faccilongo

Giorno quattro: Giovedì, 11 aprile 2019

Orario	Attività	Relatori/Insegnanti
11:00 – 13:00	– Teoria e tecniche della post-produzione digitale	Paola Verardi
16:00 – 20:00	– Montaggio video – Montaggio audio – Analisi dei risultati e discussione	Nicolai Ciannamea Nicola Faccilongo

Giorno cinque: Venerdì, 12 aprile 2019

Orario	Attività	Relatori/Insegnanti
11:00 – 13:00	– La crew partecipa in mattinata alla giornata di chiusura con la visione e commenti finali sul lavoro fatto e su quanto appreso – Consegna attestato di partecipazione	Nicolai Ciannamea Nicola Faccilongo Santa Nastro Susanna Torres
Pomeriggio	– Partenza dei partecipanti	-

Contatto: Susanna Torres, 393 2155929 - 080 4249534, [susannatorres@museopinopascali.it](mailto:susannatorres@museopinopascali.it)

**Masterclass arTVision+  
Pino Pascali Foundation  
Via Parco del Lauro 119, Polignano a Mare  
20th -24th May 2019**

**Day 1: Monday, 20th May 2019**

Timing	Activity	Speakers/Teachers
Morning	– Arrival of participants	-
16:00 – 20:00	– Presentation of arTVision+ project; – Presentation of documentary projects, from the idea to the realization;	Nicolai Ciannamea Nicola Faccilongo Mariarosaria Vita Susanna Torres

**Day 2: Tuesday, 21st May 2019**

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Introduction of video and audio recording tools	Nicolai Ciannamea Nicola Faccilongo
16:00 – 20:00	– Language of cinema and television – Introduction of tools for video editing – Streaming of ArTVision videos – Streaming of video material of arTVision +	Nicolai Ciannamea Nicola Faccilongo

**Day 3: Wednesday, 22nd May 2019**

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Theory and techniques of digital post-production	Paola Verardi
16:00 – 20:00	– Video editing – Audio editing – Analysis of results and discussion	Paola Verardi

**Day 4: Thursday, 23rd May 2019**

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Tourism policies and dynamics related to the involved territories	Nicola Zito Susanna Torres
16:00 – 20:00	– Language of cinema and television – Recording and shooting rules – Video editing	Nicolai Ciannamea Nicola Faccilongo

**Day 5: Friday, 24th May 2019**

Timing	Activity	Speakers/Teachers
11:00 – 13:00	– Communicating audio-visual – Presentation of the final work – Comments and evaluation of learning process – Certificate delivery ceremony	Santa Nastro Nicolai Ciannamea Nicola Faccilongo Susanna Torres
Afternoon	– Departure of participants	-

Contact: Susanna Torres, 393 2155929 - 080 4249534, [susannatorres@museopinopascali.it](mailto:susannatorres@museopinopascali.it)

**Masterclass arTVision+  
Fondazione Pino Pascali  
Via Parco del Lauro 119, Polignano a Mare  
20 - 24 maggio 2019**

Giorno uno: Lunedì, 20 maggio 2019

Orario	Attività	Relatori/Insegnanti
Mattina	– Arrivo dei partecipanti	-
16:00 - 20:00	– Presentazione progetto arTVision+ – Presentazione progetto documentari, dall'idea alla realizzazione	Nicolai Ciannamea Nicola Faccilongo Susanna Torres Mariarosaria Vita

Giorno due: Martedì, 21 maggio 2019

Orario	Attività	Relatori/Insegnanti
11:00 - 13:00	– Introduzione strumenti di ripresa video ed audio	Nicolai Ciannamea Nicola Faccilongo
16:00 - 20:00	– Il linguaggio cinematografico e televisivo – Introduzione strumenti di montaggio – Visione video arTVision – Visione girato arTVision+	Nicolai Ciannamea Nicola Faccilongo

Giorno tre: Mercoledì, 22 maggio 2019

Orario	Attività	Relatori/Insegnanti
11:00 - 13:00	– Teoria e tecniche della post-produzione digitale	Paola Verardi
16:00 - 20:00	– Montaggio video – Montaggio audio – Analisi dei risultati e discussione	Paola Verardi

Giorno quattro: Giovedì, 23 maggio 2019

Orario	Attività	Relatori/Insegnanti
11:00 - 13:00	– Comprensione delle politiche del turismo e dinamiche relative ai territori coinvolti	Nicola Zito Susanna Torres
16:00 - 20:00	– Il linguaggio cinematografico e televisivo – Regole di ripresa – Montaggio video	Nicolai Ciannamea Nicola Faccilongo

Giorno cinque: Venerdì, 24 maggio 2019

Orario	Attività	Relatori/Insegnanti
11:00 - 13:00	– Comunicare l'audiovisivo – La crew partecipa in mattinata alla giornata di chiusura con la visione e commenti finali sul lavoro fatto e su quanto appreso – Consegna attestato di partecipazione	Santa Nastro Nicolai Ciannamea Nicola Faccilongo Susanna Torres
Pomeriggio	– Partenza dei partecipanti	-

Contatto: Susanna Torres, 393 2155929 - 080 4249534, [susannatorres@museopinopascali.it](mailto:susannatorres@museopinopascali.it)

## ATTESTATO DI FREQUENZA

Si certifica che

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ha frequentato l' Educational Workshop “*Masterclass of cultural video storytelling*”  
promosso e organizzato dalla FONDAZIONE PINO PASCALI - MUSEO D'ARTE CONTEMPORANEA  
nell'ambito del progetto “*ArTVision+. Enhancing touristic development and promotion through prism of culture*”,  
Programma Interreg Italia-Croazia 2014-2020,  
nelle giornate dal 8 al 12 aprile 2019 a Polignano a Mare (Ba).

Polignano a Mare, 12.04.2019

IL RESPONSABILE SCIENTIFICO

Nicolai Ciannamea

LA DIRETTRICE DELLA FONDAZIONE PINO PASCALI

Rosalba Livia Branà

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*Il progetto è stato co-finanziato dal Fondo Europeo di Sviluppo Regionale nell'ambito del Programma Interreg Italia-Croazia 2014-2020.*



## ATTESTATO DI FREQUENZA

Si certifica che

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ha frequentato l' Educational Workshop “*Masterclass of cultural video storytelling*”  
promosso e organizzato dalla FONDAZIONE PINO PASCALI - MUSEO D'ARTE CONTEMPORANEA  
nell'ambito del progetto “*ArTVision+. Enhancing touristic development and promotion through prism of culture*”,  
Programma Interreg Italia-Croazia 2014-2020,  
nelle giornate dal 20 al 24 maggio 2019 a Polignano a Mare (Ba).

Polignano a Mare, 24.05.2019

IL RESPONSABILE SCIENTIFICO

Nicolai Ciannamea

LA DIRETTRICE DELLA FONDAZIONE PINO PASCALI

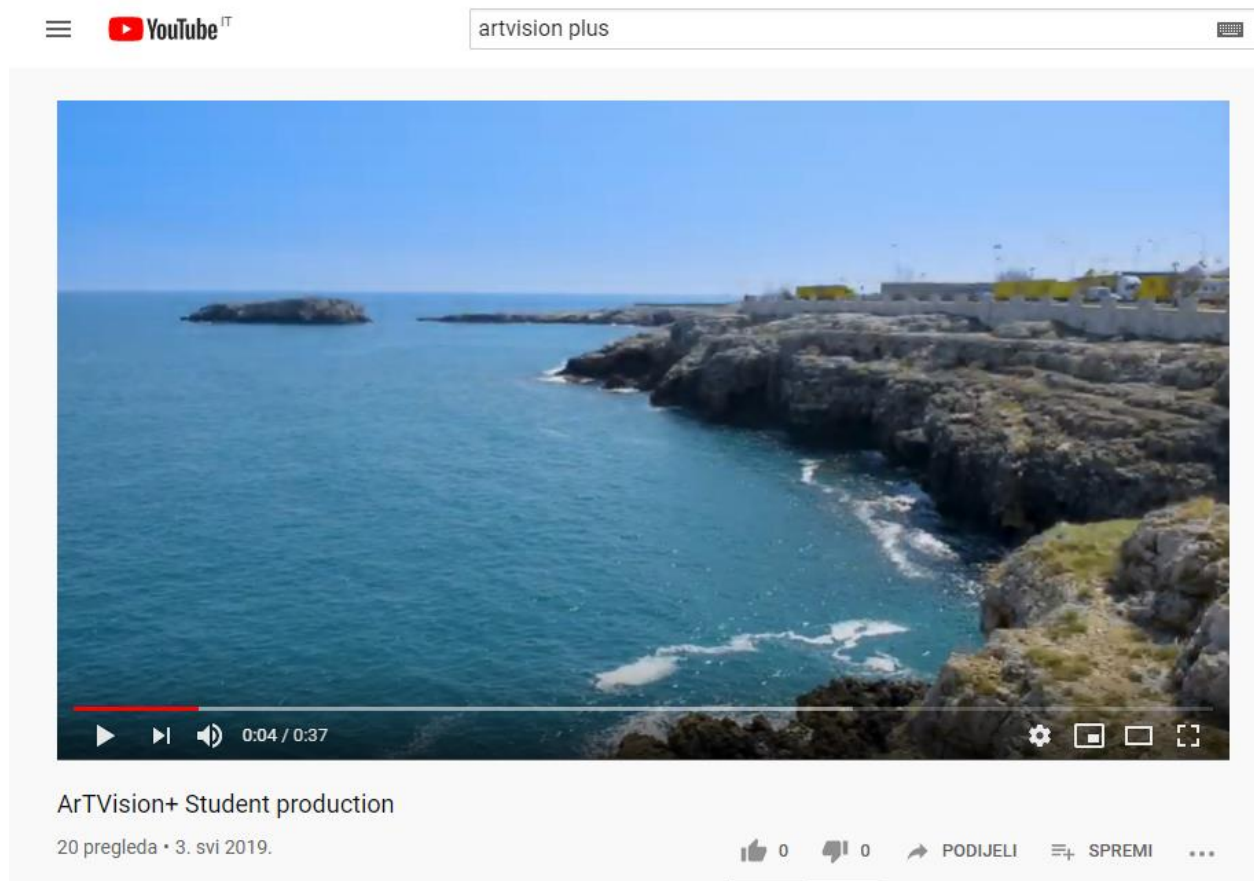
Rosalba Livia Branà

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*Il progetto è stato co-finanziato dal Fondo Europeo di Sviluppo Regionale nell'ambito del Programma Interreg Italia-Croazia 2014-2020.*

## Video created by participants

Participants of 1st workshop created short descriptive video of the Pino Pascali Foundation.



For whole video please click on the following link:

<https://www.youtube.com/watch?v=Wj5wyupbpE>



### 3.3.3 8 education workshops

2 Masterclasses of cultural video storytelling

Padua, 25/29 March 2019

Rovigo, 01/05 April 2019

PP5 – CA' FOSCARI UNIVERSITY OF VENICE

## Report - 2 Masterclasses of cultural video storytelling

Ca' Foscari University of Venice – Department of Management was in charge for the organization of 2 educational workshops, which were developed at the end of March 2019 in Padua and during the first week of April 2019 in Rovigo, as part of the programmed path in supporting the crew for the videos production. The methodology used for the Masterclasses was very pragmatic, oriented towards training through the concrete participation to the filming led by audiovisual's professionals: a first part was dedicated to an indoor programme, which provided for meetings with professionals from tourism, culture, cultural policies videomaking. The second part was dedicated to an outdoor programme, which provided for guided tours in significant locations, sites inspections, videomaking experience, tutorial experience, meetings with the artists and with the local people engaged in the preservations of the locations involved in the project.

The annexes are composed of:  
Masterclasses' Programmes;  
Certificates of attendance.





# MASTERCLASS DI VIDEO STORYTELLING CULTURALE

Programma Didattico

Padova, 25-29 marzo 2019

## Lunedì 25 marzo 2019

9.30 – 13.00

, Vicepresidente della Provincia di Padova – apertura della Masterclass e saluti istituzionali

, Università Ca' Foscari – Presentazione del progetto Artvision+ e della Masterclass

- Università di Padova e Veneto Film Commission
- Padova Convention Bureau

14.00 – 15.30

– Università di Padova, Presso Museo Ebraico per presentazione e proiezione della sua video-installazione *“Generazione che va, generazione che viene”*

16.00 – 17.30

– JengaFilm

\*\*\*\*\*

## Martedì 26 marzo 2019

9.30 – 13.00

In aula:

Principi chiave per capire il video storytelling, definizioni e linee guida

Analisi dei principali strumenti e tecniche di ripresa video

14.00 – 16.00

In esterno:

Sopralluogo in location (Bastione Alicorno)

16.00 – 17.30

In aula:

Brainstorming per messa a punto dello storyboard e organizzazione shooting

\*\*\*\*\*

## Mercoledì 27 marzo 2019

9.30 – 13.00

In esterno:



Shooting presso Bastione Alicorno

14.00 – 17.30

In esterno:

Shooting presso Bastione Alicorno

\*\*\*\*\*

### **Giovedì 28 marzo 2019**

9.30 – 13.00

In aula:

Montaggio video dei filmati del giorno precedente

14.00 – 15.30

In aula:

Analisi dello storyboard e del progetto per il video di “*Arte Pubblica*” a Padova

Organizzazione shooting per il giorno successivo

15.30 – 17.30

In esterno:

Sopralluoghi nelle varie location delle opere di Arte Pubblica a Padova

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### **Venerdì 29 marzo 2019**

9.30 – 13.00

In esterno:

Shooting nelle diverse location di street art a Padova

14.00 – 17.30

In aula:

Analisi del girato e considerazioni finali sull'esperienza della Masterclass

# MASTERCLASS IN VIDEO STORYTELLING CULTURALE

1-5 aprile 2019  
Rovigo, Palazzo della Provincia  
Sala Consigliare e Sala Badaloni  
Via Celio 10

## Programma

Lunedì 1 aprile

10.00

, Università Ca' Foscari

Artvision+: una piattaforma per raccontare il territorio attraverso la cultura

10.30

Università Ca' Foscari

Video-storytelling innovativo dei beni culturali nel territorio rodigino

11.00

Rovigo Convention & Visitors Bureau

Cultura e creatività nelle strategie di promozione turistica

11.30

, Presidente nazionale di CNA Comunicazione e terziario avanzato

Le professioni creative per una nuova forma di narrazione territoriale

12.00 Conferenza stampa di presentazione del progetto Artvision

Assessore

Prof.

Dott.ssa

Lunedì 1 aprile

14.00 – 15.15

Architetto

15.15 – 16.30

Filmmaker

16.30 – 17.30

Presentazione e confronto sulle riprese del giorno successivo presso il Teatro Sociale di Rovigo

### **Martedì 2 aprile**

9.30 – 13.00

In esterno: riprese al teatro sociale di Rovigo

13.00 – 15.00

In esterno: riprese al teatro sociale di Rovigo

16.00 – 17.30

In aula: Analisi delle riprese al Teatro Sociale di Rovigo e piano di lavoro per le riprese del giorno successivo

### **Mercoledì 3 aprile**

9.30 – 13.00

In esterno: riprese al teatro sociale di Rovigo

14.00 – 17.30

In aula: Visione materiali e montaggio

Presentazione dell'esercitazione "*A web tutorial on how to conduct and on-site inspection*"

### **Giovedì 4 aprile**

9.30 – 13.00, in esterno (trasporto collettivo in partenza alle 8.30 da Rovigo)

Site inspection a Ca' Vendramin (Museo della Bonifica) e riprese funzionali all'esercitazione "*A web tutorial on how to conduct and on-site inspection*"

14.00 – 17.30

Elaborazione e montaggio dei materiali relativi all'esercitazione "*A web tutorial on how to conduct and on-site inspection*"

### **Venerdì 5 aprile**

9.30 – 13.00, in aula

Elaborazione e montaggio dei materiali relativi all'esercitazione "*A web tutorial on how to conduct and on-site inspection*"

14.00 – 16.00 in aula

Visita alla Mostra "Giostre: tra Storie, Immagini e Giochi", Palazzo Roverella, Rovigo.

## ATTESTATO DI FREQUENZA

Si certifica che

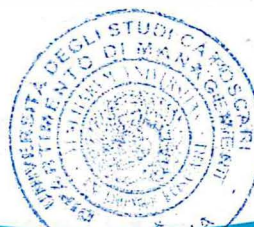
***NOME E COGNOME***

ha frequentato con profitto l'Educational Workshop "*Masterclass of cultural video storytelling*" promosso e organizzato dal Dipartimento di Management – Università Ca' Foscari Venezia nell'ambito del progetto "*ArTVision +. Enhancing touristic development and promotion through prism of culture*", Programma Interreg Italia-Croazia 2014-2020, nelle giornate dal 25 al 29 marzo 2019 a Padova.

Venezia, *11 aprile 2019*

IL RESPONSABILE SCIENTIFICO

PROF. FABRIZIO PANOZZO



IL DIRETTORE DEL DIPARTIMENTO DI MANAGEMENT

PROF. GAETANO ZILIO GRANDI



*Il progetto è stato co-finanziato dal Fondo Europeo di Sviluppo Regionale nell'ambito del Programma Interreg Italia-Croazia 2014-2020.*